

IV LAS VEGAS, NV.
JOE HECK 4 CONGRESS
HECK 4 CONGRESS
CAN BERAN

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2690
Flight Dates 09/17/2012 - 09/30/2012
Hiatus Weeks

Rep Firm
Sales Office (PHILADELPHIA
Salesperson (AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

MINIÉNT —

EW. THANKS!

| Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------------------------|-----------|---------|-----|------|-------|------------|------------|-------------|------------|---------|
| TU | 6A-7A | | :30 | | | | | | | |
| ----- | | | | | | | | | | |
| Buyline Comment: NEWS | | | | | | | | | | |
| F | 7A-8A | | :30 | | | | | | | |
| Buyline Comment: TODAY SHOW | | | | | | | | | | |
| F | 5P-630P | | :30 | | | | | | | |
| Buyline Comment: NEWS | | | | | | | | | | |
| W,F | 7P-730P | | :30 | | | | | | | |
| Buyline Comment: WHEEL | | | | | | | | | | |
| F | 730P-8P | | :30 | | | | | | | |
| Buyline Comment: FACE TV FACE | | | | | | | | | | |
| TH | 11P-1135P | | :30 | | | | | | | |
| Buyline Comment: NEWS | | | | | | | | | | |
| SU | 11P-1135P | | :30 | | | | | | | |
| Buyline Comment: NEWS | | | | | | | | | | |
| SA-SU | | | :30 | | | | | | | |
| Buyline Comment: SAT TODAY | | | | | | | | | | |

Rep Order# 6852462 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 106602

Printed: 09/17/2012 11:42 AM
Last Received: 09/14/2012 9:48 AM
Showing Buylines: All Lines

2 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2690
Buyer KEGAN BERAN
Phone#
Fax#

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|---|-----|---------|---------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 9 | SU | 7A-8A | | :30 | \$200.00 | 09/23-09/30 | 1 | 2 | 2 | \$400.00 | |
| | Buyline Comment: SUN TODAY | | | | | | | | | | | |
| | 10 | SU | 5P-630P | | :30 | \$450.00 | 09/23-09/30 | 1 | 2 | 2 | \$450.00 | |
| | Buyline Comment: NEWS | | | | | | | | | | | |
| | Station Remark: 7/2 NA LT NEED S300 FOR NEWS IN PRIME | | | | | | | | | | | |
| | 11 | F | 10P-11P | | :30 | \$1,400.00 | 09/28-09/28 | 1 | 1 | 1 | \$1,400.00 | |
| | Buyline Comment: DATELINE | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 63 / \$36,400.00

---SALES MONTHLY TOTALS---

Sep 12: 63 / \$36,400.00
Sales Totals: 63 / \$36,400.00
Station Totals: 63 / \$36,400.00
Times Not Sent/Ret'd/Errors: 0 / 00.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | 4141,333 | LATV | 0% | KBLR | 0% | KINX | 0% | KLAS | 30% | KSNV | 30% |
| | | KSNV | 30% | KTUD | 0% | KVCB | 0% | KVMY | 0% | KVVU | 10% |
| | | XXXX | 0% | | | | | | | | |

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Buys NOV12
Demographics PA35+

--- CREDIT RISK ---
CASH TO ADVANCE

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